



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

And:

**Front Line Strategies**  
**526 East Park Avenue**  
**Tallahassee, FL 32301**

# CONTRACT

<u>Contract / Revision</u> 1847773 /		<u>Alt Order #</u> 08854286
<u>Product</u> ROY MOORE FOR SENATE		
<u>Contract Dates</u> 11/08/17 - 12/12/17	<u>Estimate #</u>	
<u>Advertiser</u> POL/Moore, Roy/Senate		<u>Original Date / Revision</u> 11/07/17 / 11/07/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WSFA	11/09/17	11/10/17	Today In Alabama	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$175.00			
N 2	WSFA	11/13/17	12/08/17	Today In Alabama	6a-7a		:30			NM	17	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				5	\$175.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$175.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$175.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$175.00			
N 3	WSFA	12/11/17	12/11/17	Today In Alabama	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$175.00			
N 4	WSFA	11/09/17	11/10/17	NBC Today Show	7-9am		:30			NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$115.00			
N 5	WSFA	11/13/17	12/08/17	NBC Today Show	7-9am		:30			NM	18	\$2,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				5	\$115.00			
Week:		11/20/17	11/26/17	MTWTF--				5	\$115.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$115.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$115.00			
N 6	WSFA	12/11/17	12/11/17	NBC Today Show	7-9am		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$115.00			
N 7	WSFA	11/09/17	11/10/17	WSFA 12 News at Noon	12-1230pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$100.00			
N 8	WSFA	11/13/17	12/08/17	WSFA 12 News at Noon	12-1230pm		:30			NM	15	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$100.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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Contract / Revision	Alt Order #
1847773 /	08854286

Contract Dates	Product	Estimate #
11/08/17 - 12/12/17	ROY MOORE FOR SEN	

Advertiser	Original Date / Revision
POL/Moore, Roy/Senate	11/07/17 / 11/07/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	MTWTF--				4	\$100.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$100.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$100.00			
N 9	WSFA	12/11/17	12/11/17	WSFA 12 News at Noon	12-1230pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$100.00			
N 10	WSFA	11/09/17	11/10/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$60.00			
N 11	WSFA	11/13/17	12/08/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	15	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$60.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$60.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$60.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$60.00			
N 12	WSFA	12/11/17	12/11/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$60.00			
N 13	WSFA	11/09/17	11/10/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$75.00			
N 14	WSFA	11/13/17	12/08/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	15	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$75.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$75.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$75.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$75.00			
N 15	WSFA	12/11/17	12/11/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$75.00			
N 16	WSFA	11/09/17	11/10/17	WSFA 12 News at Five	5-530pm		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$185.00			
N 17	WSFA	11/13/17	12/08/17	WSFA 12 News at Five	5-530pm		:30			NM	15	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$185.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$185.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$185.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$185.00			
N 18	WSFA	12/11/17	12/11/17	WSFA 12 News at Five	5-530pm		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$185.00			
N 19	WSFA	11/09/17	11/10/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				2	\$350.00			
N 20	WSFA	11/13/17	12/08/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	15	\$5,250.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1847773 /	08854286

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/08/17 - 12/12/17	ROY MOORE FOR SEN	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Moore, Roy/Senate	11/07/17 / 11/07/17

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$350.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$350.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$350.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$350.00			
N 21	WSFA	12/11/17	12/11/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$350.00			
N 22	WSFA	11/09/17	11/10/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	---TF--				3	\$275.00			
N 23	WSFA	11/13/17	12/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	15	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				2	\$275.00			
Week:		11/20/17	11/26/17	MTWTF--				5	\$275.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$275.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$275.00			
N 24	WSFA	12/11/17	12/11/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	M-----				1	\$275.00			
<b>Totals</b>											<b>150</b>	<b>\$25,000.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/26/17	78	\$12,985.00	(\$1,947.75)	\$11,037.25
11/27/17 - 12/11/17	72	\$12,015.00	(\$1,802.25)	\$10,212.75
<b>Totals</b>	<b>150</b>	<b>\$25,000.00</b>	<b>(\$3,750.00)</b>	<b>\$21,250.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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PROGRAM :	WSFA 12 NEWS AT 4:30P
CON COM1:	WSFA 12 NEWS AT 4:30P

REP HEADLINE# 8854286 TRF# 1847773 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! NOV7/17 15.34  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* WSFA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
18	EY		500P-530P	30		\$185.00	12/11	12/11	1		MON	1
PROGRAM : WSFA 12 NEWS AT 5P												
CON COM1: WSFA 12 NEWS AT 5P												
21	EY		600P-630P	30		\$350.00	12/11	12/11	1		MON	1
PROGRAM : WSFA 12 NEWS AT 6P												
CON COM1: WSFA 12 NEWS AT 6P												
23	S		1000P-1035P	30		\$275.00	11/13	11/17	2		M-F	2
23	S		1000P-1035P	30		\$275.00	11/20	11/24	5		M-F	5
23	S		1000P-1035P	30		\$275.00	11/27	12/1	4		M-F	4
23	S		1000P-1035P	30		\$275.00	12/4	12/8	4		M-F	4
PROGRAM : WSFA 12 NEWS AT 10P												
CON COM1: WSFA 12 NEWS AT 10P												
24	EY		1000P-1035P	30		\$275.00	12/11	12/11	1		MON	1
PROGRAM : WSFA 12 NEWS AT 10P												
CON COM1: WSFA 12 NEWS AT 10P												

NOV/17 12985.00 DEC/17 12015.00 CONTRACT TOTAL 25000.00  
TOTAL SPOTS 150

MARKET TOTALS \$39,682 WSFA 63% WNCF 0% WAKA 37% WCOV 0% CABL 0% WBMM 0% WIYC 0%  
ESFA 0% EAKA 0%

ACCURATE SHARES

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 8854286      TRF# 1847773      REP: TEL# 703-528-9387      FAX# 703-516-9680  
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      HARRIS REPORT FROM STATION      NOV7/17 16.02  
ORDER WORKSHEET      \*\*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/R MOORE/R/SEN/AL      REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME FRONT LINE STRATEGIES      BUYER NAME JOSH BAGINSKI  
526 EAST PARK AVENUE      SALES PRSN WA- RYAN EDDINS (H)  
TALLAHASSE, FL 32301

ORDER # \_\_\_\_\_ CONTRACT # 8854286      CLASS: NATL.      LOCAL      REGIONAL  
PRDCT ROY MOORE FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES NOV8/17 DEC12/17 WK-5  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV7/17 16.02

REP: REVISION  
ORDER STARTS 11/9 AND ENDS 12/11  
MOVED SPOTS FROM THIS WEEK TO AVOID DOUBLING UP  
TTL SAME  
PLS CFM  
THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROY MOORE FOR SENATE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED.      CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL      25000.00  
TOTAL SPOTS      150



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And:

**Front Line Strategies**  
**526 East Park Avenue**  
**Tallahassee, FL 32301**

# CONTRACT

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<u>Product</u> ROY MOORE FOR SENATE		
<u>Contract Dates</u> 11/08/17 - 12/12/17		<u>Estimate #</u>
<u>Advertiser</u> POL/Moore, Roy/Senate		<u>Original Date / Revision</u> 11/07/17 / 11/07/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

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N 1	WSFA	11/08/17	11/10/17	Today In Alabama	6a-7a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				3	\$175.00			
N 2	WSFA	11/13/17	12/08/17	Today In Alabama	6a-7a		:30			NM	16	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
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Week:		12/04/17	12/10/17	MTWTF--				4	\$175.00			
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N 4	WSFA	11/08/17	11/10/17	NBC Today Show	7-9am		:30			NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				3	\$115.00			
N 5	WSFA	11/13/17	12/08/17	NBC Today Show	7-9am		:30			NM	17	\$1,955.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				5	\$115.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$115.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$115.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$115.00			
N 6	WSFA	12/11/17	12/12/17	NBC Today Show	7-9am		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$115.00			
N 7	WSFA	11/08/17	11/10/17	WSFA 12 News at Noon	12-1230pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				2	\$100.00			
N 8	WSFA	11/13/17	12/08/17	WSFA 12 News at Noon	12-1230pm		:30			NM	15	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$100.00			

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**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
1847773 /	08854286

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/08/17 - 12/12/17	ROY MOORE FOR SEN	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Moore, Roy/Senate	11/07/17 / 11/07/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	MTWTF--				4	\$100.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$100.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$100.00			
N 9	WSFA	12/11/17	12/12/17	WSFA 12 News at Noon	12-1230pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$100.00			
N 10	WSFA	11/08/17	11/10/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				2	\$60.00			
N 11	WSFA	11/13/17	12/08/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	15	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$60.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$60.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$60.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$60.00			
N 12	WSFA	12/11/17	12/12/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$60.00			
N 13	WSFA	11/08/17	11/10/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				2	\$75.00			
N 14	WSFA	11/13/17	12/08/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	15	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$75.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$75.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$75.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$75.00			
N 15	WSFA	12/11/17	12/12/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$75.00			
N 16	WSFA	11/08/17	11/10/17	WSFA 12 News at Five	5-530pm		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				2	\$185.00			
N 17	WSFA	11/13/17	12/08/17	WSFA 12 News at Five	5-530pm		:30			NM	15	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$185.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$185.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$185.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$185.00			
N 18	WSFA	12/11/17	12/12/17	WSFA 12 News at Five	5-530pm		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$185.00			
N 19	WSFA	11/08/17	11/10/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				2	\$350.00			
N 20	WSFA	11/13/17	12/08/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	15	\$5,250.00

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**(334) 288-1212**

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1847773 /	08854286

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/08/17 - 12/12/17	ROY MOORE FOR SEN	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Moore, Roy/Senate	11/07/17 / 11/07/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$350.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$350.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$350.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$350.00			
N 21	WSFA	12/11/17	12/12/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$350.00			
N 22	WSFA	11/08/17	11/10/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/17	11/12/17	--WTF--				3	\$275.00			
N 23	WSFA	11/13/17	12/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	15	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/17	11/19/17	MTWTF--				3	\$275.00			
Week:		11/20/17	11/26/17	MTWTF--				4	\$275.00			
Week:		11/27/17	12/03/17	MTWTF--				4	\$275.00			
Week:		12/04/17	12/10/17	MTWTF--				4	\$275.00			
N 24	WSFA	12/11/17	12/12/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/11/17	12/17/17	MT-----				1	\$275.00			
<b>Totals</b>											<b>150</b>	<b>\$25,000.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/26/17	78	\$12,985.00	(\$1,947.75)	\$11,037.25
11/27/17 - 12/12/17	72	\$12,015.00	(\$1,802.25)	\$10,212.75
<b>Totals</b>	<b>150</b>	<b>\$25,000.00</b>	<b>(\$3,750.00)</b>	<b>\$21,250.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 8854286  
\*\*\* ORIGINAL REV#0 \*\*\*

FAX# 703-516-9680

CREDIT RISK !!!

CREDIT ADVISORY

REP HEADLINE# 8854286  
\*\*\* ORIGINAL REV#0 \*\*\*

NOV7/17 13.50  
\*\*\* WSEA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$115.00	11/8	11/10	3	✓	W-F	3
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
5			700A-900A	30		\$115.00	11/13	11/17	5	✓	M-F	5
5			700A-900A	30		\$115.00	11/20	11/24	4	✓	M-F	4
5			700A-900A	30		\$115.00	11/27	12/1	4	✓	M-F	4
5			700A-900A	30		\$115.00	12/4	12/8	4	✓	M-F	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
6			700A-900A	30		\$115.00	12/11	12/12	1	✓	M-TU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
7			1200N-1230P	30		\$100.00	11/8	11/10	2	✓	W-F	2
PROGRAM : WSFA 12 NEWS AT 12P												
CON COM1: WSFA 12 NEWS AT 12P												
8			1200N-1230P	30		\$100.00	11/13	11/17	3	✓	M-F	3
8			1200N-1230P	30		\$100.00	11/20	11/24	4	✓	M-F	4
8			1200N-1230P	30		\$100.00	11/27	12/1	4	✓	M-F	4
8			1200N-1230P	30		\$100.00	12/4	12/8	4	✓	M-F	4
PROGRAM : WSFA 12 NEWS AT 12P												
CON COM1: WSFA 12 NEWS AT 12P												
9			1200N-1230P	30		\$100.00	12/11	12/12	1	✓	M-TU	1
PROGRAM : WSFA 12 NEWS AT 12P												
CON COM1: WSFA 12 NEWS AT 12P												
10			400P-430P	30		\$60.00	11/8	11/10	2	✓	W-F	2
PROGRAM : WSFA 12 NEWS AT 4P												
CON COM1: WSFA 12 NEWS AT 4P												

NOV7/17 13.50  
\*\*\* WSEA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
11			400P-430P	30		\$60.00	11/13	11/17	3		M-F	3
11			400P-430P	30		\$60.00	11/20	11/24	4		M-F	4
11			400P-430P	30		\$60.00	11/27	12/1	4		M-F	4
11			400P-430P	30		\$60.00	12/4	12/8	4		M-F	4
PROGRAM : WSFA 12 NEWS AT 4P												
CON COM1: WSFA 12 NEWS AT 4P												
12			400P-430P	30		\$60.00	12/11	12/12	1		M-TU	1
PROGRAM : WSFA 12 NEWS AT 4P												
CON COM1: WSFA 12 NEWS AT 4P												
13			430P-500P	30		\$75.00	11/8	11/10	2		W-F	2
PROGRAM : WSFA 12 NEWS AT 4:30P												
CON COM1: WSFA 12 NEWS AT 4:30P												
14			430P-500P	30		\$75.00	11/13	11/17	3		M-F	3
14			430P-500P	30		\$75.00	11/20	11/24	4		M-F	4
14			430P-500P	30		\$75.00	11/27	12/1	4		M-F	4
14			430P-500P	30		\$75.00	12/4	12/8	4		M-F	4
PROGRAM : WSFA 12 NEWS AT 4:30P												
CON COM1: WSFA 12 NEWS AT 4:30P												
15			430P-500P	30		\$75.00	12/11	12/12	1		M-TU	1
PROGRAM : WSFA 12 NEWS AT 4:30P												
CON COM1: WSFA 12 NEWS AT 4:30P												
16			500P-530P	30		\$185.00	11/8	11/10	2		W-F	2
PROGRAM : WSFA 12 NEWS AT 5P												
CON COM1: WSFA 12 NEWS AT 5P												



REP: TEL# 703-528-9387 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 8854286  
\*\*\* ORIGINAL REV#0 \*\*\*

NOV7/17 13.50  
\*\*\* WSFA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
23			1000P-1035P	30		\$275.00	11/13	11/17	3		M-F	3
23			1000P-1035P	30		\$275.00	11/20	11/24	4		M-F	4
23			1000P-1035P	30		\$275.00	11/27	12/1	4		M-F	4
23			1000P-1035P	30		\$275.00	12/4	12/8	4		M-F	4
PROGRAM : WSFA 12 NEWS AT 10P												
CON COM1: WSFA 12 NEWS AT 10P												
24			1000P-1035P	30		\$275.00	12/11	12/12	1		M-TU	1
PROGRAM : WSFA 12 NEWS AT 10P												
CON COM1: WSFA 12 NEWS AT 10P												
NOV/17			12985.00	DEC/17	12015.00							
											CONTRACT TOTAL	25000.00
											TOTAL SPOTS	150

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*

REP HEADLINE# 8854286 TRF# 1847773 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV7/17 15.07  
\*\*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/R MOORE/R/SEN/AL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME FRONT LINE STRATEGIES BUYER NAME JOSH BAGINSKI  
526 EAST PARK AVENUE SALES PRSN WA- RYAN EDDINS (H)  
TALLAHASSEE, FL 32301

ORDER # \_\_\_\_\_ CONTRACT # 8854286 CLASS: NATL. LOCAL REGIONAL  
PRDCT ROY MOORE FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES NOV8/17 DEC12/17 WK-5  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV7/17 15.07

REP: NEW ORDER  
TTL \$25,000 @ 150X  
PLS CONFIRM  
THANKS JASMINE FOR RYAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROY MOORE FOR SENATE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 25000.00  
TOTAL SPOTS 150



# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE☐ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WAFF HUNTSVILLE</u>	Date: <u>11/7/17</u>
---	-------------------------

I, JOSH BAGINSKIbeing/on behalf of: JUDGE RON MOORE FOR US SENATEa legally qualified candidate of the REPUBLICANpolitical party for the office of: US SENATORin the GENERAL ELEelection to be held on: DEC 12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>Su</u> <u>Emat</u>			

Attach proposed schedule with charges (if available):



I represent that the payment for the above described broadcast time has been furnished by:

Judge Ron Moore For US Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Rich Hodson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

*To Be Signed By Candidate or Authorized Committee*

11/7/12

Date

[Signature]

Signature

*To Be Signed By Station Representative*

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title